# GOVERNMENT OF ANDHRA PRADESH
# ABSTRACT

Elections - Biennial Election to the Andhra Pradesh Legislative Council from (8) Local Authorities Constituencies – Scheduled to be held on 10.12.2021 (Friday) – Measures to check "Paid News" during elections i.e., advertising in the garb of news in the Media and related matters – Constitution of State Level Media Certification and Monitoring Committee (MCMC) – Orders – Issued.

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**GENERAL ADMINISTRATION (ELECTIONS.A) DEPARTMENT**

**G.O. Rt. No.1916** **Dated: 15.11.2021**

**Read the following:**

1. From the Election Commission of India, New Delhi order No. 491/Paid News/2012/Media, dated. 27.08.2012.
2. From the Election Commission of India, New Delhi Letter No. 23/LET/ECI/FUNC/ERD-ER/2018, dated 08.9.2018.
3. From the ECI, New Delhi Letter No. 491/Paid News/2018/Communication, dated. 13.9.2018.
4. From the ECI Letter No. 491/MCMC/2021/Communication, dated. 19.3.2021. (Reconstitution of state level MCMC)
5. G.O. Rt. No. 1694, General Admn.(Elections A) Department dt. 11.10.2021
6. From Election Commission of India, New Delhi, Press Note No. ECI/PN/91/2021, dated 9th November, 2021

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**ORDER:**

In the references 1st to 4th read above, the Election Commission of India have communicated the revised guidelines on the measures to check "Paid News" during elections i.e., advertisements in the garb of news in Media and related matters and directed to constitute the district level Media Certification and Monitoring Committee (MCMC) in each district and also State Level Media Certification and Monitoring Committee (MCMC) during election period to take up the additional task of keeping a check on the cases of Paid News.

2. The District Level Media Certification and Monitoring Committees (MCMC) constituted in the districst, during the period of elections will scrutinizes all newspapers (Print Media) and TV channels (Electronic Media) in the district in order to identify the political advertisements in the garb of news coverage. At the same time, they certify the advertisements of electronic media in respect of the said district. If the decision of the District MCMC is not acceptable to the candidate, he/she may appeal to the State Level MCMC within 48 hours of receipt of the decision, with information to the District Level MCMC. The State Level MCMC will examine all cases of Paid News on appeal and it may take up suo moto cases, in which it directs the concerned Returning Officer to issue notice to the candidate. The candidate may appeal against the decision of State Level MCMC to the Election Commission of India, New Delhi within 48 hours of receiving of order from the State Level MCMC. The decision of the Commission is final.

(P.T.O)

3. As per the instructions of the Commission issued at Para No.2.1 of the Order dated 27.08.2012, under reference 1st read above, and reconstitution of the State Level Media Certification and Monitoring Committee (MCMC) at reference 4th read above shall comprise of the following officers:

a. The Chief Electoral Officer - Chairman
b. ADG/Director level officer from PIB/BOC present in the state - Nodal officer for MCMC to be nominated by DG (Zone), I & B Ministry, Govt. of India
c. Any Observer appointed by the Election Commission of India
d. One expert to be co-opted by the Committee.
e. Officer of Indian Information Service (IIS), (at the level of US/ DS) posted in the State/ UT, representing a media Department of Government of India as separate from the expert at (c) above.
f. Independent citizen or journalist as nominated by PCI (if any)
g. Addl /Jt CEO in charge of Media (Member Secretary)
h. An intermediary expert/ social media expert (to be chosen by the CEO subject to the eligibility criteria)

4. Accordingly, in pursuance of the above instructions of the Commission, the State Level Media Certification and Monitoring Committee (MCMC) has been constituted vide G.O. 5th read above, to check "Paid News" in Media and related matters and to decide the appeal cases from District Level Committees on Certification of advertisement as per the Commission's Order dated 27.08.2012 or cases that the committee may take up suo moto, in which case, to direct the concerned Returning Officers to issue notices to the candidates in connection with the recently concluded Bye-elections to 124-Badvel (SC) Assembly Constituency, Andhra Pradesh with the following Officers as members of the State Level MCMC constituted for the purpose.

a. Sri K. Vijayanand, I.A.S., Chief Electoral Officer -- Chairman
b. Sri M.S. Mahesh, I.I.S, Asst. Director, Field Outreach Bureau , Vijayawada -- Nodal Officer
c. General Observer for Biennial Election to MLC (11 nos) by (8) local authorities constituencies of A.P. -- Member
d. Sri T. Vijay Kumar Reddy, Commissioner Information & Public Relations Dept., -- Member
e. Sri. Prajnanda Chaudhuri, Member, Press Council of India Kolkata -- Member
f. Sri T. Henry Raj, Media & Communication Officer, PIB, Vijayawada -- Member
g. Sri. A. Venkateswara Rao, Dy. Chief Electoral Officer, in charge of Media -- Member Secretary
h. Sri Madhusudana, Chief Information Engineer, Commissioner, Information & Public Relations Dept., -- Member

5. It is decided to continue the above State Level Media Certification and Monitoring Committee constituted vide reference 5th read above with change of one officer at point (b) for the ensuing Biennial Election to MLC (11 nos) by (8) local authorities constituencies of Vizianagaram, Visakhapatnam, East Godavari, Krishna, Guntur, Prakasam, Anantapuramu & Chittoor districts, also,

(Contd.....)

6. The Committee constituted above shall remain in force till further orders.
7. The above orders are available on Website www.ceoandhra.nic.in

(By ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K. VIJAYANAND
CHIEF ELECTORAL OFFICER &
E.O.PRL.SECRETARY TO GOVERNMENT

To
The Members of the Committee concerned.
The Collectors & District Election Officers Vizianagaram, Visakhapatnam, East Godavari, Krishna, Guntur, Prakasam, Anantapuramu & Chittoor districts.
All the Political Parties in the State. (State & National)
All the Television Channels / Cable Network / Private F.M. Radios.
(though the Commissioner, I & PR, AP, Vijayawada.
Copy to:
The Commissioner I&PR, Vijayawada.
The Deputy Director, Doordarshan, Vijayawada.
The Admn. Officer, Press Information Bureau, Ministry of Information & Broadcasting, GOI, Room No. 203, 2nd floor, CGO Towers, Kavadiguda, Hyderabad-500 080
The Secretary, Press Council of India, Soochana Bghavan, 8-C, CGOs Complex, Lodhi Road, New Delhi – 110003.
All Officers and all Sections in the office of CEO.
Sri Pawan Diwan, Under Secretary, ECI, Nirvachan Sadan, Ashok Road, New Delhi.
The Project Manager, SLA O/o. CEO.
SC / SF.

// FORWARDED :: BY ORDER //

Nagamani
SECTION OFFICER